Addition of Citizenship Question

- Negative implications for data quality and cost
  - 1950 different world for survey response
  - E.g., ANES: 85% response rate in 1956, 50% in 2016
- Perceptions matter
  - Already see twitter campaign to boycott
  - Tarnishes Census Bureau reputation for strict confidentiality standards and being nonpolitical
- Stark contrast to standard Census proces

Defend the President: 2020 Census Question

President Trump has ordered that the 2020 United States Census ask people living in America whether or not they are citizens.

But now the sanctuary state of California is suing him. It's time to fight back.

Please sign our petition defending the President's action.

First Name

Last Name

Email

Zip Code

Sign My Name>>

Moving Forward

- How will citizenship question be tested?
  - Could it affect item nonresponse on race/ethnicity?
- Are there any new policies or procedures to ensure confidentiality of data given public concerns about sharing with ICE?
- How does Bureau plan to reassure the public about confidentiality?
  - Does this change Y&R messaging?
- How is morale within the Bureau and what steps are being taken?

Beating the Drum

- For most Americans, online interface is THE way they will interact with 2020 Census

- Recent negative attention to Census increases chance of hacking

- Juan Pablo noticed website for the company charged with integrating the cloud infrastructure was down. For hours. http://www.trexsolutionsllc.com/

- CSAC has consistently raised concerns about user experience
  - We appreciated the WebEx briefing, but still want to hear more about testing and results
    - Why ask for email?
    - Still many opportunities for survey trolling (e.g., age),
    - No place for comments/feedback (e.g., binary sex)
    - What other testing planned and what feedback received?

Partnerships and Outreach

- Current information/media environment makes far more difficult than previous decennials
  - Fragmentation makes it harder to reach with message
  - Polarization makes it more likely that it will be politicized
    - 2020 is presidential election
    - Any experiences from NC test in 2016?
  - Inclusion of citizenship question ensures it is politicized
- Outreach and Online self-response likely to increase overcount
  - How will this be tested in 2018 test?
- What are Y&R decisions still to be made? What is timeline for identifying targeted messages? CSAC would like an opportunity for meeting with Y&R before decisions made.

Use of Admin Records

- Final list of records and third-party data was to be finalized in 2018. What is status?
- How will citizenship be imputed?
- What tests are still being planned? What are range of possible plans for 2020?
  - Does public opinion vary by type of record used?
  - How does record quality vary (by source? By date of record? Age of person?)
  - Given this variation, could use of records exacerbate differential undercount?

A few final thoughts

- What are the metrics for success or failure of census?

- How will Bureau handle high levels of item nonresponse on citizenship question?

- Can researchers work with 2016/2017 test data? Last word was that CB was exploring.